

# WAM DISTRIBUTORS / RJR ACCOUNT MANAGERS

Distributor	SIS No.	Sales Area	Region Manager	Account Manager
Minter Weisman - Minneapolis, MN	428880	6000	T. Renehan	G. Palmer
MarMax - Rockland, IL	632644	6000	S. Karambelas	P. Stromgren
MarMax (Gordons) Des Moines	632646	6000	S. Karambelas	K. Claxton
SouthCo Dist. - Goldsboro, NC	605460	2000	G. Young	J. Sanders
City Wholesale - Birmingham, AL	112440	2000	B. Rissler	J. Wass
Charles M. Sledd - Wheeling, WV	594120	1000	P. Schmidt	T. Varde
Pine State Tobacco - Augusta, ME	503160	1000	R. Kane	E. Venooker
Hagmans Corp. - Topeka, KS	256820	6000	D. Garrison	D. Brendel
Hagmans - Lenexa, KS (F. S. Edwards)	257160	6000	D. Garrison	D. Brendel
Hagmans - Wichita, KS	259335	6000	D. Garrison	S. Bremer
Hagmans - Hays, KS	366586	6000	D. Garrison	S. Bremer
Hagmans Corp. - Pittsburgh, KS	256920	6000	D. Garrison	D. Brendel
Hagmans, Inc. - Springfield, MO	257100	6000	D. Garrison	L. Powell
Hagmans, Inc. - Stillwater, OK	659795	6000	D. Garrison	S. Uribe
City Sales, Inc. - Highland, IN	958358	6000	S. Karambelas	S. Pagane
Cooper-Booth - Lancaster, PA	130560	1000	P. Schmidt	C. Moser
Axton Candy & Tob. - Louisville, KY	029160	1000	L. Poole	D. Murley
A. E. Wease Dist. - De Soto, MO	680400	6000	C. Van H. Dem	N. Peterson
Gem State - Pocatello, ID	762670	5000	G. Halsch	D. Stewart
Gem State - Albuquerque, NM	477320	6000	D. Garrison	M. Moore
Cash WA Dist. - Kearney, NE	034222	6000	D. Garrison	S. Meyers
Mountain Service - S. Fallsburg, NY	442680	1000	R. Farmer	R. Tanchyk
Peter Dennis - Phillipsburg, NJ	153480	1000	M. Young	L. Wolfe
Gummer Wholesale - Heath, OH	251350	1000	L. Poole	N. McCleary

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## MEMO FROM WAM

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DATE: October 11, 1995  
TO: All WAM Distributors  
FROM: Win Schiller, Keith Cutter, Tom Prescott  
RE: RJR / Signature Program

During the past few weeks, we've had numerous conversations with several of you in regard to the new, exciting program with R J Reynolds. The initial idea or plan was to design a uniform introductory program for Signature, for all WAM Distributors. We now realize this may not be the best route for everyone. Markets differ--what is needed to excite retailers and consumers in one area may not be required in another area. We, therefore, propose that each of you design or customize your own introductory program. As you do so, please make sure you consider:

1. A competitive price (wholesale and suggested retail; carton and pack)
2. An incentive for your sales force (introductory and ongoing)  
*sample enclosed*
3. An incentive for your management team and buyers
4. An explanation of the WAM Accrual monies (14 cents per carton), which your participating retailers will be paid in their annual check from WAM (*sample enclosed*)
5. An explanation of the **Full Price and Branded Savings** WAM Signature Retailer Accrual Program and performance requirements (*sample enclosed*)

It is essential that you decide on your program prior to Win's and/or Keith's visit to discuss the entire WAM Program with your people; and that you prepare a flyer describing your program, and fax a copy to us as as soon as possible.

At our upcoming WAM Sales Meeting, you are responsible for creating the following sheets:

1. **Introductory Promotion**  
Please contact your local rep to determine what needs to be done in your market, and if you need to deficit-spend your accrual.
2. **Retailer Pass-Out:**  
Rebate program on Signature, Full-Priced, and all other RJR products
3. **Salesperson Pass-Out**  
Spiff program on Signature and all other RJR products. Most WAM Distributors are doing a 6-Carton introduction with package display (#364179, 6-carton/tray display)

WE HAVE SHIPPED YOU 500 Signature survey sheets for you to use

5/18/96 9:49:17

**MEMO FROM WAM - PAGE 2**

The following Signature allowances are available:

- a) .60 Ongoing accrual
- b) .40 Forsyth guarantee through year-end 1995
- c) .25 Three-month introductory allowance

**Remember also that a major benefit of the RJR Program is to increase your earnings under the Winners / Partners Program**

By this time, all of you should have received samples of Signature and placed your order for P.O.S. materials, including Signature decals. We will need these for our upcoming meetings.

**Remember!** Please fax us a copy of the flyer describing your program as soon as possible. Don't hesitate to contact us if you have questions.

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